

press

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Final report

Automechanika Middle East
Dubai International Convention and Exhibition Centre, Dubai, UAE
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Automechanika Middle East welcomes 17,421 trade visitors from over 120 countries

International exhibitor and visitor counts highlight trade fair's leading position in regional automotive aftermarket

Dubai preferred logistics hub for spare parts and accessories having enjoyed 11% growth in Q1 2011

Automechanika Middle East 2011 concluded last week on a positive note with record exhibitor and visitor numbers. The 2011 edition of the largest international automotive aftermarket trade fair in the wider Middle East region welcomed 17,421 visitors from over 120 countries with a 52% international attendance and featured 1,102 exhibitors from 52 countries emphasising its stance as a truly international exhibition.

This was the largest trade fair ever held for the region's automotive aftermarket with an 18% growth in overall size and a near 9% increase in trade visitors. The top five visiting countries to this year's edition, after UAE, were, Iran, Saudi Arabia, Pakistan, India and Kuwait. This came at a time when Dubai's direct trade in the automotive aftermarket for Quarter 1, 2011 enjoyed an 11% increase over the same period in 2010.

Ahmed Pauwels, Chief Executive Officer, of organiser Epoc Messe Frankfurt expressed his satisfaction on the great results, stating: "This show has grown from strength to strength, year on year. Now in its 9th edition we are absolutely delighted with the results which clearly puts it on the annual calendar for anyone involved with the automotive aftermarket. It really has established itself as a truly international and must attend trade exhibition."

"The UAE especially has grown in significance as a major importer, exporter and re-exporter of automotive related products and Automechanika Middle East now attracts a large part of this growing interest thanks to its extensive line-up of leading manufacturers and suppliers. We already look forward with gusto to next year's edition

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which will represent yet another milestone for the event as it will mark a decade in the market here for us," Pauwels added.

The credibility of the trade fair is further demonstrated by the support of 31 international trade associations and 21 official country pavilions. It once again featured a high profile conference program called Automechanika Academy which featured some of the leading names in the industry, including: Bridgestone Tyres, Al Dobowi Group and Zafco. In addition, the latest figures of Dubai's direct trade for auto parts were revealed at the Automechanika Academy by Dubai Customs.

Apart from the numerous deals being done and contracts being finalised by key buyers and decision makers from around the Middle East and Central Asia, manufacturers chose Automechanika Middle East as the stage to launch a raft of new products into the region – the reach and reputation of the event in the automotive world making it a vital part of most company's promotional campaigns.

Mr. Asad Badami, Managing Director of local company, A-Map who specialises in the distribution of aftermarket automotive spare parts, automotive batteries, tyres and lubricants, said: "Automechanika Middle East in Dubai gets bigger and better every year and we know from attending past events that the visiting delegates are people we want to meet. The response at Automechanika Middle East was excellent. Our stand, one of the largest by size at the exhibition, was greatly appreciated by visitors and really allowed A-Map to 'see and be seen' which was one of our aims for the exhibition this year," he added.

Debutant to Automechanika Middle East was Zafco, distributor of automotive tyres, batteries and lubricants. The company CEO, Mr. Gopiraj KV, commented: "Our debut at Automechanika Middle East indicates our clout as an industry leader. Our clear plan is to go in for wider distribution that will give us extensive reach among the customers in this region."

NSK and the Rolman Group who exhibited their range of bearing products at Automechanika Middle East were also suitably impressed by the results from the show and the industry in general. NSK, European Aftermarket Director, Mr. Tim Green, stated: "Exhibiting together at Automechanika Middle East is one of several positive steps that we (NSK and Rolman Group) take together as partners to build our business for our clients, as well as to continue making our positive impact on the industry. Recent years have not impeded our business and we look forward to seeing what the future has in store for our companies as well as our clients."

Ousama Abu Khader, Sales and Marketing Director, Business

Division of Automotive Aftermarket of the Schaeffler Group stated they had taken an even bigger stand for this year's event, building on their presence from previous years. He said: "Automechanika Middle East exhibition is good for our business and this year we got many new customers from Africa. The show also helped us to generate good inquiries and leads."

While A.S. Rajesh, Business Head Middle East and Africa for Emerald Resilient Tyre Manufacturers from India was all praise for the organisation of the event, commenting: "It was better than last year. We are thankful to the government of UAE for issuing the visas for people coming from India, Middle East and Africa just to attend Automechanika Middle East and we are looking forward to participate next year as well."

Another first time exhibitor very satisfied with the contacts made at the exhibition was ZF Services Middle East. March Sommer, their Regional Director, commented: "We greatly enjoyed the trade show as a perfect opportunity to get in personal contact with the automotive branch of the growing Middle East region. Automechanika Middle East 2011 was a great success for us and we will definitely participate again next time."

As the world's biggest trade fair for the automotive aftermarket, Automechanika spotlights innovations and solutions in the fields of parts, systems, tuning, workshop equipment, bodywork & paintwork, car wash, IT & management and the latest automobile services. Automechanika Middle East is one of 11 global Automechanika fairs held in Asia, Europe, North America, South America and Africa. The dates for Automechanika Middle East 2012 have been announced as May 22nd to 24th at the Dubai International Convention and Exhibition Centre.

Show Profile:

Automechanika Middle East is the leading trade fair for the rapidly developing automotive aftermarket in the wider Middle East and Africa region. In 2011 it featured 1,102 exhibitors from 52 countries, with a visitor attendance of 17,421 from over 120 countries. The trade fair covers the full range of parts for motor vehicles as well as components for the drive, chassis, body, electrics and electronic groups. It also covers equipment for vehicle service and repair, bodywork repair and painting, tyres, batteries and performance systems. Automechanika Middle East is the perfect platform to meet new contacts, discuss new trends and technological developments, and to keep up to date with industry knowledge and source new products and solutions from the world over. The next edition of Automechanika Middle East will be held from May 22 - 24, 2011. Show website: www.automechanikame.com

Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's leading trade fair organiser. With 450 million Euros in sales in 2010* and more than 1,770 employees worldwide, Messe Frankfurt brings 800 years of experience to Dubai, the strategic hub for the region. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners giving it a presence for its customers in more than 150 countries.

The successful portfolio of events of Epoc Messe Frankfurt GmbH in Dubai includes: Intersec trade fair and conference, Materials Handling Middle East, Hardware+Tools Middle East, Garden+Landscaping Middle East, Light Middle East, Beautyworld Middle East, Automechanika Middle East, and now also Paperworld Middle East and Playworld Middle East.

For more information, please visit our website at: www.uae.messefrankfurt.com

*Preliminary figures for 2010